



Consumer Market Overview

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Overview

- This presentation tries to explain our consumer focused view of how we see AVB incorporating into our ecosystem.
- This is a rough sketch and there are many overlaps in markets (Prosumer MI products).
- This presentation is coming from a company that has a host centric view of the world. (Digital Hub).

Market segments

- Professional Market
 - Live Sound / Install / Recording / etc.
- Consumer Market
 - PC Centric Usage
 - Home Theater Usage
- Automotive

Market segments (cont)

- Consumer Market
 - PC Centric usage
 - Devices that only work connected to a PC
 - FireWire / USB / PCI
 - Home Theater Usage
 - Connect components together
 - AVR is center (maybe TV will be the new center)
 - Automotive
 - Portable devices connecting to car entertainment systems

Market segments (cont)

- Professional Market
 - Looking for a CobraNet like replacement that is a standard
- Consumer PC Centric Market
 - Looking for a FireWire like replacement that is a standard
- Consumer Home Entertainment Market
 - Looking for a way to eliminate spaghetti mess of wires
 - Wireless
 - Single cable to rule them all
- Automotive
 - Looking for a MOST like replacement that is a standard

Environment for Pro

- Professional Market
 - Can span large geographic areas
 - May contain many nodes
 - May span multiple subnets
 - May need network management

Environment for Consumer

- Consumer PC
 - Devices are near the computer (< 5 meters)
 - Normally one or two hops
- Consumer Home Entertainment
 - Products are next to each other (in a rack or on shelf)
 - Speakers are in general vicinity
- Automotive
 - Entertainment network
 - May have Wi-fi hotspot

Cost is king for PC market

One of the least expensive device I could find
(for sale at Walmart)

SB 6 Channel 5.1 PCI External Sound Card PC Laptop

- Win 98 SE, ME , 2000, XP, Vista Mac OS 9.1 (Mac version has 2 channel playback only)
- Compliant with USB specification v1.1, USB audio device class v1.0

\$19.95



Typical host centric interfaces



Fast Track

Record Guitar and Vocals on Your Computer
USD 149.99



Transit

Hi-Resolution Mobile Audio Interface
USD 99.95



FireWire Solo

FireWire Mobile Audio Interface for Songwriter/
Guitarists
USD 249.95



Griffin iMic USB Audio Device \$29.00



Low Cost Interfaces



Behringer UPHONO UFO202 USB Audio Interface

The Behringer UPHONO UFO202 USB audio interface connects your turntable, cassette player, and more with your computer for recording and playback. The...

Buy New: \$29.99



MXL USB Mic Mate Classic

The MXL USB Mic Mate is a compact low-noise analog preamp that converts 48-volt phantom powered studio mics and analog line level signals to USB for...

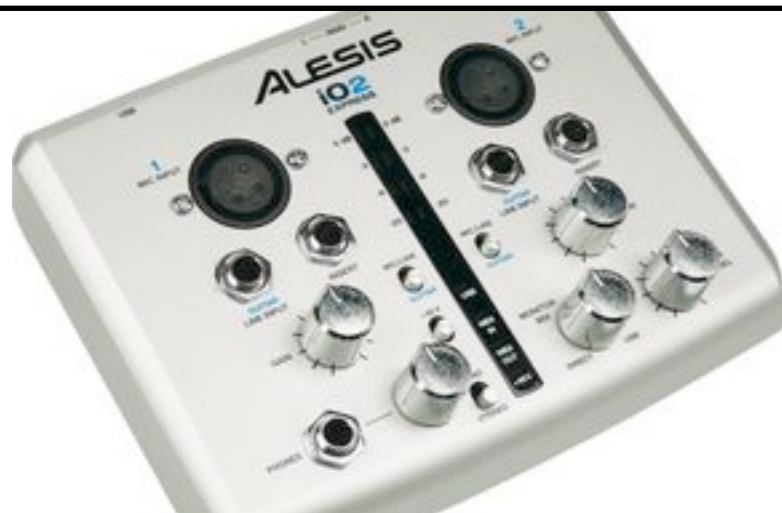
Buy New: \$39.99



ESI UGM96 Guitar and Mic USB Audio Adapter

ESI's UGM96 USB Audio Adapter offers you an ultra-mobile, guitar-and-microphone-to-USB audio interface that allows you to connect 2 guitars (via the...

Buy New: \$99.00



Alesis iO2 Express Audio Interface

The compact Alesis iO2 EXPRESS audio-recording interface is ideal for home studios and portable recording setups. The 2-channel USB interface for Mac...

Buy New: \$99.00

Microphone Interfaces



Blue Icicle XLR to USB Mic Converter/Mic Preamp

The Icicle XLR to USB Converter/Mic Preamp lets you easily connect your favorite microphone directly to your Mac or PC. The Blue Icicle performs dual...

Buy New: \$59.00



Nady UIM-2X USB Interface Module with Phantom Power

The Nady UIM-2X gives you a handy USB 2.0 interface from your audio gear to your computer. Delivering a 16-bit/48kHz USB link, the UIM-2X is perfect...

Buy New: \$60.00



Shure X2u XLR-to-USB Microphone Adapter

The Shure X2u XLR-to-USB Microphone Adapter is a modular accessory that connects any XLR microphone to your computer to create better-than-CD quality...

Buy New: \$99.00



CEntrance AxePort Pro

The CEntrance AxePort Pro is a wearable USB direct box and guitar/bass interface that instantly creates a recording studio wherever you are— at...

Buy New: \$149.95

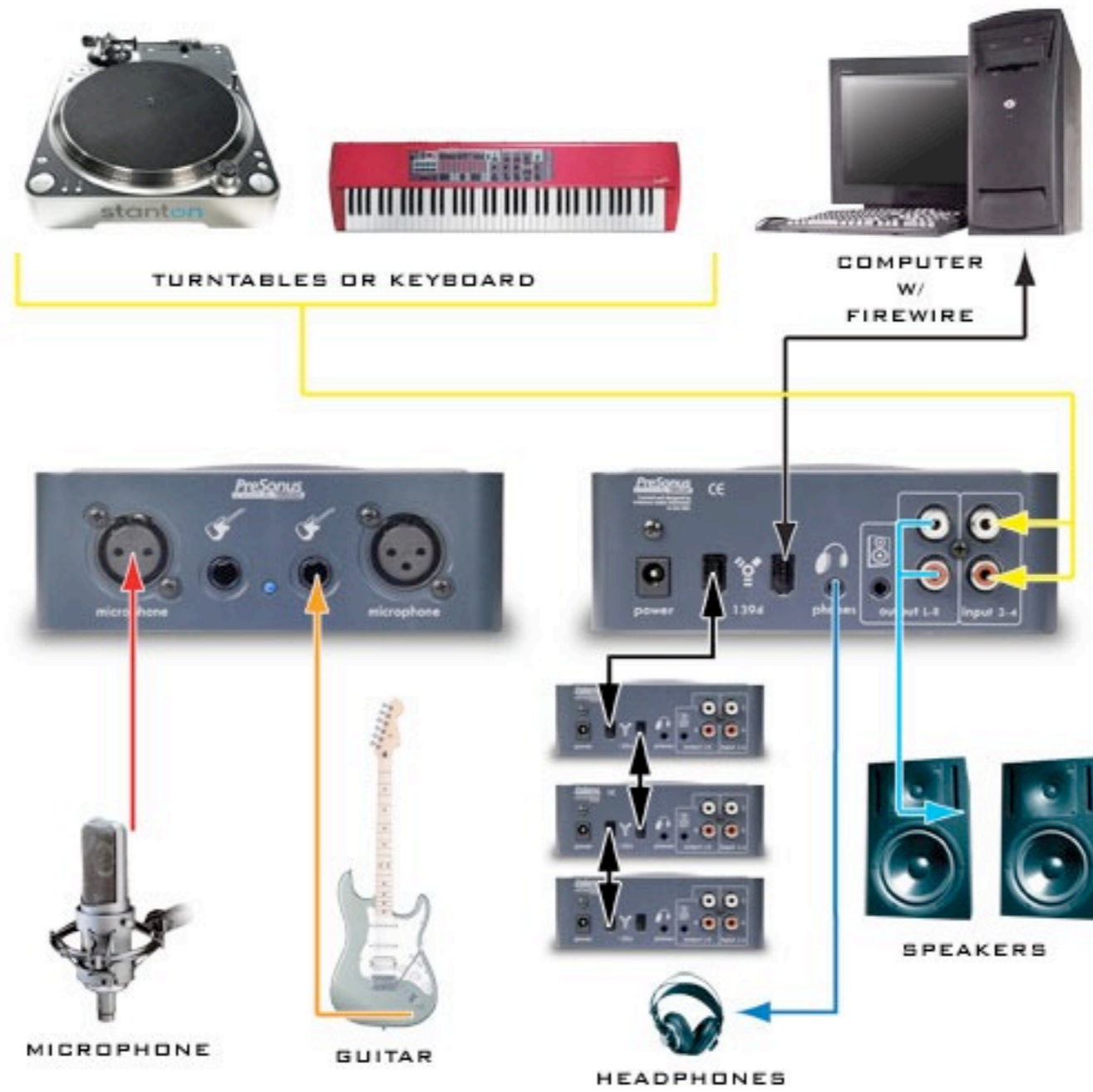


CEntrance MicPort Pro

Like a poet who always carries a pad of paper in case they get an unexpected visit from their muse, the MicPort Pro USB mic preamp allows you the...

Buy New: \$149.95

Connection scenario



Current products

- **zzound.com**
web site search

Type	Qty	Price range
USB Mics	30	29.99 - 249.99
USB interfaces	> 100	29.00 - 2999.99
FireWire Interfaces	41	99.00 - 3499.99+

Summary

- BOM costs are important
- very simple connections
 - direct connect or one switch
- Simple formats